

Master Plan Implementation Strategies - 2020 Year End Status Update

Goal: Land Use Planning				
Action Strategy	Lead Body	Time Frame	Supporting Partners	Implementation Status
ZONING ACTION ITEMS				
Implement zoning action items as identified in the Master Plan Update	Staff	Ongoing/ Short	Planning Commission	The new R-5 and BD Brooklands Districts have been adopted and a Zoning Audit has been completed. A batch of Zoning Ordinance amendments was approved in 2019 and staff has maintained a list of needed amendments and planned amendments for 2021.
Make 2018 Master Plan Update available in a prominent location on the city's website as well as in hard-copy format at City Hall, the library and OPC.	Staff	Complete	Planning Commission	Hard copies of the Master Plan are available and the document has been posted on the City's website.
Ensure the Master Plan Update is referenced when land use policies are developed and/or land use decisions are being made.	Staff	Complete	Planning Commission	Master Plan recommendations are continually incorporated into staff recommendations of all development projects, rezonings, etc.
Evaluate the future land use plans of adjacent communities as opportunities arise.	Staff	Ongoing/ Short	Planning Commission	Master Plan amendments and updates from adjacent communities are reviewed by City staff as appropriate.
Continue to engage the community in a variety of ways with regards to land use issues.	Staff	Ongoing/ Short	Planning Commission	City staff is currently working on the Transportation Master Plan and anticipates beginning a City-wide Parks Master Plan and Streetscape Plan in the coming year, both of which include (will include) a substantial public input component. Planning staff is currently exploring ways to allow residents to engage online with proposed development plans.
Review the Master Plan every five years as required by state law, but amend and/or update in part or whole as needed without regard to a strict schedule.	Staff	Medium-to- Long	Planning Commission	Staff annually examines the Master Plan to determine if updates are needed.
ZONING ACTION ITEMS				
Review and amend the Zoning Ordinance to provide standards for the Brooklands area that align with the Auburn Road Corridor Plan.	Staff	Complete	Planning Commission	The BD Brooklands District ordinance standards have been adopted and incorporated into the Zoning Ordinance.
Conduct Zoning Ordinance audit to identify areas for improvement.	Staff	Ongoing/ Short	Planning Commission	A Zoning Ordinance audit has been completed and staff is currently determining how and when to adopt suggested amendments.

Goal: Housing				
Action Strategy	Lead Body	Time Frame	Supporting Partners	Implementation Status
ADVOCACY ACTION ITEMS				
Raise awareness within the community about available home maintenance and improvement programs.	Staff	Ongoing/ Short	City Council	The City maintains a CDBG website to assist low and moderate income households with home maintenance and includes a list of other resource organizations within the community and Oakland County to assist residents.
Raise awareness within the community about available programs to help aging seniors stay in their homes as long as they want. Promote policies and programs to make housing more accessible to the elderly and mobility challenged individuals.	Staff	Ongoing/ Short	City Council	The Older Person's Commission (which serves Rochester Hills, Rochester and Oakland Township) provides a variety of meal services, transportation options and adult day care services to enable seniors to age in place.
Encourage proactive and positive communication within the city related to housing, particularly within the context of other community goals.	Staff	Ongoing/ Short	City Council	Staff used the adoption of the new R-5 District to stress the importance of providing for a variety of housing types and will continue to take advantage of opportunities to promote a variety of housing types.
Work with homeowners' associations on maintenance plans for existing and future open spaces and recreational facilities.	Staff	Ongoing/ Short	City Council	The Building Department regularly maintains contact with Homeowner's Association leadership hosting twice-yearly forums and offers on-site visits to discuss more specific concerns as needed with individual HOA's.
ZONING ACTION ITEMS				
Revise the subdivision control ordinance to include design standards for smaller residential infill parcels that promote connectivity between parcels to prevent isolated and unconnected developments.	Staff	Medium-to- Long	Planning Commission	Not yet started.
Assess and amend the Zoning Ordinance as needed to ensure adequate protection of existing neighborhoods from potential impacts of development, including buffering, screening and traffic mitigation.	Staff	Medium-to- Long	Planning Commission	The completed Zoning Audit had a number of recommendations to address these issues and staff is exploring the possibility of incorporating those items into future Zoning Ordinance updates.

Assess and amend the Zoning Ordinance as needed to require internal connections within housing developments and external connections to city sidewalks, pathways and adjacent development.	Staff	Medium-to- Long	Planning Commission	Five foot sidewalks along all streets that are not covered by the current pathway requirements were added as a requirement in the Zoning Ordinance as part of the 2020 Zoning Ordinance amendments. As part of the Zoning Audit and the planned round of staff led Zoning Ordinance amendments, staff is proposing requiring pedestrian connections for all developments and sidewalks on all relevant developments.
Assess and amend the Zoning Ordinance as needed to require open space within housing developments; strengthen the Subdivision Open Space Plan Option provisions to incentivize such development.	Staff	Medium-to- Long	Planning Commission	Staff has assessed the options for expanding required open space and will continue to explore Zoning Ordinance amendments to address this recommendation.
Amend the Zoning Ordinance to add standards that align with the new Residential 5 land use designation. This new district should include form-based elements that foster walkable neighborhoods.	Staff	Complete	Planning Commission	R-5 District adopted and incorporated into the Zoning Ordinance.
Goal: Economic Development				
Action Strategy	Lead Body	Time Frame	Supporting Partners	Implementation Status
ADVOCACY ACTION ITEMS				
Maintain the city's business retention program to support the ongoing health and sustainability of local businesses. Develop annual survey tool to better understand the needs of local businesses and identify areas in which the city can provide support and/or connect businesses to supporting partners.	City Council	Ongoing/ Short	Staff	With the year's focus being turned to support the 600 Rochester Hills' small businesses during the pandemic, the Economic Development team centered their efforts to help meet their needs. This involved distributing PPE Kits, connecting them with resources, and providing other vital assistance within our abilities to safeguard their sustainability.
Update the city's Gateways Plan and incorporate implementation into the city's Capital Improvements Plan.	City Council	Medium-to- Long	Staff, Planning Commission	A Gateway/Streetscape Plan will be started in 2021.
ZONING ACTION ITEMS				
Raise the minimum landscaping, building design, parking, and other similar zoning requirements to improve the appearance and protect the investment of new development in the city.	Staff	Medium-to- Long	Planning Commission	The 2020 Zoning Ordinance amendments included minor updates to required landscaping and to multiple family parking requirements. Staff will continue to look for additional opportunities for updates and improvements.

OTHER ACTION ITEMS

Explore the benefits, costs and overall feasibility of implementing a Corridor Improvement Authority for redevelopment in the Auburn Road and Rochester Road corridors. Assess alternative programs, including Commercial Rehabilitation Act and/or other incentives.	Staff	Ongoing/ Short	City Council	The PED Department has explored the possibility of a Corridor Improvement Authority within the City and determined at this point that there is not sufficient benefit. Staff will continue to periodically evaluate this option as the City, and in particular, the Auburn Road corridor begins to redevelop.
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Goal: Transportation				
Action Strategy	Lead Body	Time Frame	Supporting Partners	Implementation Status
ADVOCACY ACTION ITEMS				
Update the city's Thoroughfare Plan.	City Council	Ongoing/ Short	Staff, Planning Commission	Update underway and expected to be completed in 2021.
Implement strategies associated with the Thoroughfare Plan.	Staff	Medium-to- Long	City Council, Planning	Implementation of the recommendations of the Thoroughfare Plan will take place once the plan has been completed and adopted.
Educate the community about the benefits of a strong non-motorized transportation network. Help business owners identify opportunities to support non-motorized travel within the city. Encourage residents to incorporate non-motorized travel into their daily lives to alleviate traffic congestion and improve public health.	City Council	Ongoing/ Short	Staff, Planning Commission	The City is working to expand on and educate residents on the importance of a strong non-motorized network as part of the Thoroughfare Master Plan update, currently underway. Staff also encourages developments to include a connection to the non-motorized network and non-motorized amenities, such as bike racks, in all developments. Recent Zoning Ordinance amendments included a requirement for five foot sidewalks along all public and private roads not requiring larger pathways.
ZONING ACTION ITEMS				
Review and amend the Zoning Ordinance as needed to improve access and connectivity throughout the city.	Staff	Ongoing/ Short	Planning Commission	Recent Zoning Ordinance amendments included a requirement for five foot sidewalks along all public and private roads not requiring larger pathways.
Review and amend the Zoning Ordinance as needed to accommodate autonomous vehicles, ride-sharing and other forms of transportation.	Staff	Medium-to- Long	Planning Commission	Autonomous vehicles and their zoning implications will be examined as part of the Master Thoroughfare Plan currently underway and staff will continue to monitor trends and adjust as necessary.

Goal: Community Amenities and Services Goals				
Action Strategy	Lead Body	Time Frame	Supporting Partners	Implementation Status
ADVOCACY ACTION ITEMS				
Explore the creation of an ad hoc committee tasked with evaluation of sharing facilities and services between adjacent communities, schools, the county and private businesses with a goal of providing effective and efficient community amenities and services.	City Council	Ongoing/ Short	Staff, Planning Commission	Not yet started.
OTHER ACTION ITEMS				
Continue to assess the city's infrastructure and plan for updates and improvements as needed.	City Council	Ongoing/ Short	Staff, Planning Commission	An update of the Thoroughfare Master Plan is currently underway. Water and sanitary capacity is regularly evaluated.
Ensure that the city's recreation plan is updated every five years, consistent with the requirements of the Michigan Department of Natural Resources.	City Council	Ongoing/ Short	Staff, Planning Commission	Update to the City's Parks Master Plan expected to begin in 2021.
Update the city's Capital Improvement Plan annually.	City Council	Ongoing/ Short	Staff, Planning Commission	The City's Capital Improvement Plan is updated on an annual basis.

Goal: Preservation and Sustainability				
Action Strategy	Lead Body	Time Frame	Supporting Partners	Implementation Status
ADVOCACY ACTION ITEMS				
Educate the development community about the benefits of LEED certification for residential and non-residential buildings.	Staff	Ongoing/ Short	City Council	Not yet started.
Continue to work with the appropriate agencies to restore damaged riverbank areas of the Clinton River, and to protect undamaged areas.	Staff	Ongoing/ Short	City Council	The City regularly communicates with the Clinton River Watershed Council when development projects are located along the Clinton River. Additionally, the City's environmental consultant ASTI carefully reviews and vets any development with wetland or natural features setback impacts.
Educate the community about the city's historic resources and how they contribute to the character of the city.	Staff	Ongoing/ Short	City Council	The Historic Districts Commission holds a Preservation Month Celebration on an annual basis to raise awareness of historic resources.
ZONING ACTION ITEMS				
Update Best Practices for woodland protection and amend the Tree Conservation Ordinance as appropriate.	Staff	Complete	Planning Commission	Tree conservation ordinance amendments have been adopted.
OTHER ACTION ITEMS				
Incentivize LEED certification for new or renovated buildings in the City. LEED standards provide a framework for green development, and are the most fully-developed comprehensive certification system for energy efficient and environmentally friendly construction.	Staff	Medium-to- Long	City Council, Planning Commission	Not yet started.
Maintain the city's 10-year schedule of updating the floodplain map.	Staff	Medium-to- Long	City Council	The City will continue to update the floodplain map on a ten year basis.